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QUESTION 1

Quano Inc. decides to produce a 3D-display phone, Chel, which is a much-anticipated release. Raymond and Jenny are among thousands of buyers who queue up outside a retail store to buy Chel on the day of its release. Most buyers are disappointed within a week because of heating issues. Quano announces immediately that it would replace the defective phones with a rectified model. Raymond and Jenny's replacement phones arrive after three months. The new Chel has a few issues that are taken care of by a software upgrade. This prompts a flood of sales. Trevor is one of Quano's regular customers who buys Chel after the software upgrade. In this scenario, Trevor is one among the _____.

- A. early adopters
- B. innovators
- C. early majority
- D. late majority
- E. laggards

Correct Answer: C

QUESTION 2

What is the net promoter score of a company that has 6,431 promoters and 2,801 passives in survey conducted of 12,000 customers?

- A. 12.41%
- B. 30.53%
- C. 39.21%
- D. 44%
- E. 51.32%

Correct Answer: B

QUESTION 3

Jake, a social activist, maintains a non-traditional blog in which he posts individual images and writes short sentences. Moreover, he provides snippets of personal information within 100 to 140 characters. These types of blogs are known as

- A. personal blogs.
- B. corporate blogs.
- C. product blogs.

D. micro blogs.

E. professional blogs.

Correct Answer: D

QUESTION 4

Which of the following would be considered a strength in a typical SWOT analysis?

A. a reputation for delivering quality products

B. the exit of a competitor from the market

C. increased disposable income among the target population

D. a relaxation in government regulations concerning the company's product

E. the failure of a rival product

Correct Answer: A

QUESTION 5

If an endorser is represented as an actual user of the marketer's product, the endorsement can only be used as long as:

A. the endorser is given free samples to distribute to others.

B. the endorser does not use a rival's products.

C. the endorser is seen with the product in public.

D. the endorser continues to use the product.

E. the endorser purchases the product at least once in three months.

Correct Answer: D

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